# In the Basement!

Trunks, Lamps, Housefurnishings, Crockery; Glassware, Bric-a-Brac, Photographic Supplies, Dolls, Games, etc.

# On the First Floor!

Jewelry, Silverware, Leather Goods, Embroideries, Laces, Handkerchiefs, Women's Neckwear, Silks, Dress Goods, Women's Furnishings, Men's Furnishings, Hosiery, Gloves, Stationery, Notions and Small Wares, Wash Goods, Linen Coods, Blankets and Domestics in general, Untrimmed Millinery and Millinery Trimmings, Buttons and Dress Trimmings, Linings, and Fancy Articles, Perfumery and Toilet Articles, and the Candy Department with its superb and costly Soda Fountain.

### On the Balcony!

Books, Music, Stationery and Engraving—departments complete to the most minute degree.

#### On the Second Floor!

Trimmed Millinery, together with Ready-to-Wear Garments for every age of femininity -from the infant to the grandmother-including Suits, Skirts, Waists, Wrappers, Capes, Jackets, Furs, Corsets, Muslin Underwear, etc., as well as Men's, Boys', Women's and Children's Shees.

#### Price Features!

Whenever you buy here you can always shop with the fullest conviction that your money is accomplishing its most. We believe we have reduced this feature of our business to as near a science as possible. We buy liberally in every market. Our buyers are many and expert. Opportunities never pass us unnoticed.

Comparisons are not odicus in comparing our goods and prices with others. We court comparisons.

Being satisfied with small margins of profits, and doing an immense volume of tusiness, we can and do make prices that more than meet competitive figures.

# dams ry Loods

We Take Great Pleasure in Announcing That

# Our New Store Will Open To-morrow!

Imposing Exteriorly, it is Magnificently Complete Interiorly—The Culmination of Years of Careful Planning and Expert Building—Streams of Daylight Pour Upon the New Spring Merchandise—The Rotunda Radiates Sunshine Throughout the Store-Perfect Ventilation and Commodious Room in Every Department-Every Up-to-Date Facility for Displaying and Selling Goods—From Basement to Roof Are Gathered Stocks From Every Clime, Nation and Source to Suit the Varied Tastes of Our Immense Patronage—The Interior Is One Great, Grand Exposition of Twentieth Century Retail Merchandizing—Seventeen Years of Straightforward Business Building Stand Behind This Concrete Evidence of Success—For Scores of Years to Come This Splendid Structure Will House An Immense Popular Retail Business—For We Always Keep In View the Vital Necessity of Values First, Last and Always!

# You Are Cordially Invited to Visit the New Store!

Retrospective! The past judges the future. Vital forces which built up this business will continue to animate it. In 1885 we began with a small store - twenty by eighty feet. To-day we have a store that occupies the front of an entire block on Sixth avenue, between Twenty-first and Twenty-second streets, and runs back on these two streets to a depth of two hundred feet. Such a growth rests upon no illogical basis. Seventeen years ago we started a business resting upon the foundation stones of energy, enterprise, fair dealing and optimism. People took kindly to our methods--the result is as you see!

Prospective! Whatever changes will be made will be made in the line of improvement. Not for a moment in its history has this business teen at a standstill. It never will be. It will always push forward towards the goal of perfection. New departments will be added to as conditions require—as matters so shape themselves. For instance: We will add China, Crockery and Glassware to an already very complete Housefurnishing Department Our delivery service will be much extended. Our force of salespeople will be increased. In numberless wavs we will aim to perfect the personnel, charac er and service of this concern.

High Character of Our Merchandise!

On this point we have the most positive convictions. This beautiful store will house only goods that are irreproachable in style and utilitarian purposes. No "seconds" nor doubtful goods of any sort whatever will ever pass our receiving rooms. This business is not a thing of to-day, to-morrow nor yesterday, but a concern that will endure for many years to come. Not only will you shop here, but your children and children's children will shop here. There is but one way to hold the trade we have and win the trade we will have, and that is by OFFERING AT ALL TIMES MERCHANDISE THAT WILL NOT ONLY SELL BUT SATISFY. Which we will aim to do at any and all times under any and all circumstances!

The New Store Will Offer

on Its Opening Day in

#### Store Management and Store Service!

By performances rather than promises will you better understand our "earnest" in this direction. A Twentieth Century store management and store system will be a great feature of this business. It will not be flawless-where is the human system that is?-but it will be as near perfection as we know how to make and keep it.

The New Store Will Offer

#### Accessibility of Enlarged Dep'ts!

Eight Otis Safety Elevators will speedily and safely convey customers from floor to floor. There are stairways too in abundance. From the moment you enter the main floor until you visit the most remote department you cannot but be struck with (first) the accessibility of each department, (second) the perfect arrangements that govern each department.

The New Store Will Offer

on Its Opening Day in

26,00

# On the Third Floor!

Men's and Boys' Clothing Departments are located on the third floor, as well as the Upholstery Department, which embraces everything in Curtains, Tapestries, Draperies, Shades, Awnings, Carpets, Rugs, Linoleums, Mattings, Pictures, Art Em-broideries, Etc. The General Offices are also on this floor.

#### On the Fourth Floor!

The Grocery Department (which is much enlarged) and the Horticultural Department, together with the Furniture Department (which overflows from the floor above) occupy this floor.

#### On the Fifth Floor!

Given practically to the Furniture Department (quadruple former size), which overflows down to the fourth floor, and which, in its entirety, is a department most comprehensive, ambitious and complete. A Lunch Room for our Patrons is also on this floor.

#### On the Sixth Floor!

Photograph Gallery (much enlarged), to-gether with Buyers' Offices, Receiving Rooms Work Rooms and Employees' Lunch Rooms.

#### Fashion Features!

Being in touch with the Fashion centres of the world, and, further, being keenly alive to all style fluctuations. we can promise style showings far in advance of average exhibits.

Our garments, fabrics and merchandise generally will mirror the modes of the hour in voque. On this we can speak with the assurance of absolute knowledge, as me have representatives who keep a sharp eye upon the birth of Fashions in London, Paris, Berlin and Vienna.

To those who would be posted as to what the ever changing panorama of Fashion is bringing forth, we have no better advice to offer than: WATCH OUR STYLES!

#### The New Store Will Offer on Its Opening Day in the on Its Opening Day in the on Its Opening Day in Lace Department! Silk Department! Women's Furnishings! 24-inch BLACK ALL SILK SATIN FOU-LARDS, with a lot of 27-inch BLACK ALL SILK SHANTUNG DELSS SILKS —Both of these silks are superb in quality and finish, per yard. 29-inch BLACK ALL SILK DRESS 1AFFETA—Bright, trong and dur-ble; per yard. WOMEN'S LACE OPENWORK LISLE THREAD HOSIERY, in black, with the prettiest possible silk embroidered designs on the insteps, regularly 75c per pair: specials here to-morrow 50c 74c WOMEN'S LACE OPEN WORK LISTE 25c WOMEN'S RICHELIEU AND REMBRAND'I RIBBED LISTE THREAD HOSIERY, with white split feet, worth 40c per pair, excellent qualities, 25c To-morrow's price WOMEN'S SILK AND WOOL SWISS RIBBED VESTS, with low necks and no sleeves; each a lead-1.00 man of the special at the women's pure silk LMBRELLAS is color. ble: per yard 7 inch BLACK ALL SILK DRESS AFFETA—Fully guaranteed by ac maker, per yard 0-inch BLACK ALL SILK PEAU 9E SOIE—An excellent quality that 25. SOIE. An excellent quality that soft, silky and serviceable, per yd 25 inch black silk moire VELOUR, the popular silk fabric of the season how a much demand for skirts, waists inch black all silks. women's pure silk UMBRELLAS—in colors, navy blue, red, brown, green' and black mounted in a handsome line of pearl, wory and horn handles, and beautifully silver trimmed—regular 83 to 195 goods, to-morrow for Women's liste thread GLOVES—showing most beautiful lace open-work backs—in a large variety of design—in colors, white black, mode, gray, tan, &c—also a lot of one heart class Suede liste thread GLOVES, in the same colors, per pair Women's (Fowne's Suede liste thread GLOVES—in all the new colorings—this is a new accession of these popular goods 75c. ind coats—per yard G-inch black all silk CREPE DE CHINE— strong, brilliant quality, with a off satin finish and presenting a ich appearance—per yard i-inch printed all silk satin LIBERTY in if the popular colors and designs for the suson—this is a manufacturer's sample ine, closed at half price, which enbles us to offer you a soft, glossy ond brilliant quality, at, per yard 4-inch colored all silk CREPE DE CHINE 68c s-inch colored all sik CREFE DE CHINE including all the popular street and evening thats soft satin finder yard. The New Store Will Offer The New Store Will Offer on Its Opening Day in on Its Opening Day in the Men's Furnishings! Colored Dress Goods Dep't MEN'S FRENCH SILK ELASTIC WEI SI SPENDERS—With kid ends and ton cast-offs- in solid colors and very pretty designs regular 50c goods for just half price. 256 IN. SILK AND WOOL GLORIOSA. marine blue, pearl gray, French gray I blue, Oriental green, light 75c, old fose, castor, ted, brown makite and pure white, per yd MEN'S TERRY BATH ROBES Handsom gns excellent materials bath robe is worth \$3.00, but price to-morrow will be but IN ALL WOOL MISTRAL CLOTH, on the choicest etapline weaves, ob-less and strope in a line of scellent prevailing color tints, 590 imported German cloth looks and rs as well as linen, although it is proceed alf the linen cost in link reversible shapes 6 pair 12'c e or per pair s. STI TIGART SANITARY 17 III RAI, WOOL SHIRTS AND DRAWThe Shirts have long or short sleeves rascers come in regular sizes th short legs, each garnent 1.65 79c 1.65 S S PI BE SHEET MBRELLAS Mounts 38c ings to mortum we will on a change to get a (3 a) 1.95 MEN'S LISTE THREAD HOSHAD is done with bandsonse designs in sike one original trade for matter units and full agent original take. However, for 25c The New Store Will Offer on Its Opening Day in the Lining Department! REEN, VELOUE FOR PERRITE IS NEW NEAR AND NOBBY NEEDS 15c il companies between Busterries in-Hands Reducted and Imperials for instructed addresses the different based to designs. Exert The 250 has to-matter a price Na Peric Library and delice with 100 The New More Will Offer The New Store Will Office on Its Opening Day in the on its Opening Day in the Embroidery Dep'1! Silverware Dep't! DANK AND LANK ALL O 79c PULLETO MATCH SECOND AND 1.20 The new store will offer CARL THA SPOOSE TO MATER 600 on its opening day in it-Art Embroidery Dep't MINORATE PLEASE ASPECTOR The have block will offer it its Opening Day to Men's Clothing! 3.00 PAMPER LANCE OF ESCAPER CALLAN AMPRICATIONS CENTERALISMS

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Boys' Clothing:

1.95 & 2.45

\$50.87 sticken, registed \$60.00. Sec.

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The New Store Will Offer

Lace Department!  FIXE POINT D'ESPRIT LACE DRESSES—With full flounce skirts—trimined with three rows of net pleating edged with silk juny	Untrimmed Millinery!		
With full flounce skirts-trimmed with three rows of net pleating edged with silk into	1.000 pieces STRAW BRAIDS: 11 and 12	Trimmed Millinery!	Our S
models and classes are south a second	yards to a piece in colors white, black,	A most captivating collection of PARISIAN MODELS, as well as CREATIONS FROM OUR OWN WORK ROOMS, will be shown	It is easily one Soda Fountain "long cool dr
whists and sleeves cut ready 12.75 to fit—white only—value \$20.0012.75	cardinal; values from 60c. to 75c per piece; to-morrow's price	the second floor. Every hat is a May mas-	Soda or Phosp While a nouris
All silk imported DRESSES made of ring	To-morrow we will show a new shipment of QUILLS, WINGS, COCKADES, Etc., in	terpiece—a gem of design—an artistic piece of millinery workmanship and a value that cannot fail to impress the beholder	be drawn and
shot net, trimmed with pleated ruffles, edged with gauze ribbon, also with applications of lace insertions—full flounce effect—walsts	Du Barry, Green, Blue, Tans and other Summer shades. SILK RIBBONS: Tafteta Royal: two-toned	The New Store Will Offer	And all sorts of Frozen Pudd
only—several styles to choose 19.50	shading showing the most exquisite color-	on Its Opening Day in	and America: &c. will be tables at the
	lonable combinations of the season; 6 inches wide; the finest quality of Italian silk; worth 65c per yard.	Women's Neckwear!	Our N
The New Store Will Offer on Its Opening Day in	special 100 dozen BURNT STRAW HATS werth	broidered with emblems of popular sports, such as golf, ping-pong, tennis, anchors, etc., etc., Value, 75c each, 49c	For our patros under the man
Intants' Wear!	from 87c to \$1.25 apiece—special 69c	anchors, etc., etc value, 75c each, 49C	Mr. J
CHILDREN'S DRAWERS—made of extra fine quality muslin—finished with tucks and plain hems— 122c	SHIRT WAIST HATS-of white or burnt	OVER COLLARS in a large va- riety of colors Value, 20c each, at 22C	It will be locate have every rea once meet wit
brone cappiage access	straw—near and serviceable— 1.25	The New Store Will Offer	The N
with ruffles of wide Hamburg around edges and laps—special at	50 dozen HAND SEWED SHIRT WAIST HATS—in, white and black—of straw, &c —up to date and fetch-	on Its Opening Day in Silk Petticoats!	on Its
WHITE BEDFORD CORD REEFERS- prettily trained with ribbon and fancy	ing—each	TAFFETA SILK PETTICOATS beautifully	Shoe
each at the low price of 98c	The New Store Will Offer on Its Opening Day in the	made in a variety of styles—showing black, black and white, as well as all the newest shades—value \$7.50	Patricial Gives the max
VERY DAINTY CORDED FRENCH CAPS - with lace trimmings -all 39c	Handkerchief Dept!	TAFFETA SILK PETTICOATS—best qual	excellence in t
EXQUISITE FRENCH CAPS beautifully	LADIES FINE EMBROIDERED AND LACE TRIMMED HANDKERCHIEFS. 10c	ity—accordion pleating, with ruffles and ruches in black and white plaid, black and all the leading colors—value \$12 us— 008	style is absolu
trinaced in Hamburg lasertion 69c	value 15c each, at	all the leading colors—value \$12 98— 9.98	able at B
The	New Store Will offer on its Opening Day	id the	point.
	The state of the s		The on i
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literally unapproachable. The simple	times its former size and will observe	its opening with an outburst of values	Marabout Mix Mixed in color
			from 15, to 2 5 3 to \$7.50 each
	it Specials!	Guaranteed	thousand for
covered in the latest colorings of Satt	n Damask, Tapestry and Verona Velour-	Bedding!	The on i
Constitute Hatterer A	Contracted A	AND A STATE OF THE PARTY OF THE	
A comment	San Charles Company	MATTHESSES made of fine quality of long gray horse hair, covered with fancy art ticking in	Wome
TO THE TWO	然に図し間	to the hair covered with fancy art licking in- terlined with music, French attached rull edge, Imperial lutting full size, weight 47 lbs. a master place of skilled workness.	WOMEN'S PET
127一个		horse har covered with fancy art liching lateritied with massite. Freeze attribute trail edge imperial furting full size weight at the a manufacture of skilled workman. 23.00 who price	WOMEN'S PET black and cole corded and trib
	一	botse har, covered with fancy art liching, in- terthind with impain. Freeze attached trail edge, langeria justing full size weight if the a manterpiece of skilled working.  23.00 with price.  For the above mattreas the subset edge has SPECNG is the proper foundation made to a der.	WOMEN'S PET black and cois corded and tris The On It
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# When in the New Store on Its Our Soda Fountain! ons will be opened anagement of J. A. Davidson! ated on the fifth floor, and we casen to believe that it will at th popularity New Store Will Offer s Opening Day in the e Department! an Shoes for Women aximum of style, elegance and in Spring Footwear at a modest now over 2s styles—all original ve to the Patrician—and each olutely artistic in its lines, and \$3.50 \$3.00 & \$3.50 New Store will offer its Opening Day in eather Boas! COQUE Curied Coque Coque lixed Coque Coque and Ost lors white, pink, light blue, bl black and white mixed in len New Store will offer its Opening Day in en's Petticoats! New Store Will Offer Its Opening Day in the on Department! MS DRESS SHIFLDS Two are covered to this special line elds Quality and Price They by guaranteed and are there ESS RUBBER-LINED DRESS 12c. 15c. z. 1.35 1.65 SUPERBA" SEWING SILK mak, hereever high the price to do symmity as strength. Ego. Subsection. 210 GENAL SHE TATELT part to galaxity to second our paties, proces 1256 "RECAL" BULK PELBOLS" pour tir union the price. 12 c FIGS MID: SUPPOSITION 15c 14c 13c OLA MOUNTAINMENTED 35c 29c 25c .... 49c 39c, 49c ... 78c INC. PROBLEMS STEEL 490 10.80 ..... 21.00 S MAN AND SIA BELL SUPPORTED

spee of the most superb and costly tains in the world. A 5c or mahogany finish, with wood brackets, poles are four feet long, worth 12½c, each, 7c opening stimulating and for riching, stimulating and for opening stimulating and served for so of Fancy I ce Creams—such as ddings, I ces, Glaces, French can Creams. Trilbys. 10c opening sale price per pair, 139 one served at small le small price of

New Restaurant rons will be opened to-morrow management of end boits. Excelsior lock 2 leather stratifon bottom, fray with 2 piece cover a strained throughout. Sizes 28 20 52 38 40 sale nothing : 4 godino stry FAMILY ICE TO SOR

The new store will offer on its opening day in the Upholstery Department!

worth \$3.00 a pair, for NOTTINGHAM LACE CURTAINS, 2.45 worth \$3.75 a pair for STRIPED CURTAIN MUSLIN, 36 inch-71c es wide, worth 121c, a yard, for WINDOW SHADES, ready to hang. 35c WINDOW SHADES, ready to hame, 35C 3x6 feet size, 19c. 25c and NOTTINGHAM BED SETS, spread and two shams a brand new lot; very pretty; opening sale, prices per pair, \$1.50 5.98 RUFFLED NET CURTAINS—Wide full ruffles, with lace edge and insertings: 2.25 opening sale prices, per pair \$1.45, \$1.95 2.25 SLIP COVERS, made to order, a 5-piece suit will be made this opening week 6.75

The New Store Will Offer On Its Opening Day in the Carpet Department! SUPERFINE INGRAIN WOOL VELVET CARCARPETS, 40c. qualty, reduced 25c
to 65c

ALL-WOOL INGHAIN
CARPETS, 75c. quality, required to to to TAPESTRY BRUSSELS CARPETS, 600 quality, required to to 1.17 75c quality, re- 49c \$1.25 quality, re- 85c The New Store will offer on its Opening Day in

The Trunk Department! Every person who wants a trunk this Spring : Summer should look into the merits of Our Trun Leader. It is covered with heavy canvas on kin dried hody-protected with heavy slats of top, bottom and sides, with sheet sizes corne-and claimps—has knees top and bottom, lars size and botts. Excelsion lock 2 leather strap sheet from bottom, tray with 2-place cover at

Prices. 4.75 4.98 5.49 7.49 7.98 The New Store Will Offer

on Its Opening Day in the Housefurnishing Dept.! WATER COOLERS Galvanized 1.57 1.98 50 STRAW STOOP SEATS NAPTHALENE PLANE AND 4c. Ib. MANANIM PINE TAR 39c. doz. COAT MANGERS, MARD MOOD

OARDI'S HORE, Competition Brand guaranteed 15-ft have vocabled complete with more more and -1,98 how their The from fiture Will Offer on its Opening Day in Iceberg Refrigerators!

4.98 7.50 8.50 9.98